

Media Coverage

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Aspermont and AusBiotech Ltd. Announce Significant Joint Venture

Wednesday 5th August - Aspermont Limited (ASX: ASP) today announced that the company will launch a regionally focused life sciences news service in conjunction with the national biotechnology industry association, AusBiotech.

The joint venture will see both organisations share their expertise to publish an enhanced industry-leading biotechnology news service, BTN (www.biotechnologynews.net). It will provide an opportunity for a leading publisher and industry body to leverage off one another's strengths. The initiative builds Aspermont's existing bulletin service, and covers editorial, marketing, advertising, and a strategy to expand into the Asia Pacific region.

AusBiotech CEO Dr Anna Lavelle said: "This is an exciting development for Australia's fast-growing biotech industry. An expanded quality, industry-specific news service will be to everyone's benefit."

"AusBiotech is very pleased to offer this enhanced BTN news service to its 3,000 members as a complimentary part of its special membership benefits," she said.

Aspermont CEO Colm O'Brien said he was delighted to be working with AusBiotech on the partnership to build a relevant industry news source for the Australasian life sciences community.

"There is an increased need for a quality life sciences news and information service in the region in the current environment. Aspermont is perfectly positioned to meet this requirement through initiatives such as partnering AusBiotech, as well as through our reach in emerging and related areas, including renewable energy and clean technology.

"Aspermont is set to capitalise on the significant growth anticipated in these emerging and high-growth sectors," he said. BioTechnologyNews.net is the market-leading online news service providing investment related, in-depth interviews and commentary from the people closest to the biotech sector. Readers are notified three times per week (Monday, Tuesday and Thursday) through a personalised email, and have access to a complete archive of news stories and information on the BTN website.

Aspermont Limited specialises in the production of independent and newsworthy information services for Business to Business (B2B) and Business to Consumer (B2C), delivered through print, conferencing and online media channels. The company produces 14 print magazines and 15 online news services, complemented with a suite of additional services, including industry specific search engines, archives and directories, tailored editorial facilities and graphic design capability.

AusBiotech is Australia's biotechnology organisation and peak industry body, representing more than 3,000 members, encompassing medicines, medical diagnostics and devices, agriculture, alternative fuels and climate change.